



## **Use of NCI Cancer Center Logos**

January 11, 2010

### **Purpose**

The NCI Office of Cancer Centers (OCC) will provide officially approved logos to NCI-Designated Cancer Centers (CC) and NCI-Designated Comprehensive Cancer Centers (CCC) for use in their normal business.

### **Policy**

NCI-Designated Cancer Centers (CC) and NCI-Designated Comprehensive Cancer Centers (CCC) will be allowed to use the NCI Cancer Center logo in the promotion, advocacy, educational, and other related activities of the individual cancer center. Cancer Centers and Comprehensive Cancer Centers are not allowed to use the NCI trademark.

Institutions allowed to use the logo include P30 Cancer Center Support Grant (CCSG) awardees, their primary hospital(s), and other research institutions officially peer-reviewed and approved by IRG Subcommittee A (Parent Committee) in accordance with the CCSG Guidelines criteria on consortium centers.

### **Procedure**

1. Following approval of their designation, NCI-Designated Cancer Centers or NCI-Designated Comprehensive Cancer Centers will receive the NCI Center logo in the approved formats. These formats were designed by NCI for official use by NCI-Designated Cancer Centers and will not be modified.
2. The NCI Cancer Center logo (CC or CCC) is available for use on all print and online materials. Approved Cancer Centers do not need special permission or approval for each use. The NCI Cancer Center logo may generally be used in conjunction with other logos (your institution), but not with the NCI, NIH or HHS logos.
3. The NCI Office of Communications and Education suggests the following file formats for the applications below:
  - a. Graphics applications - .eps, .tif
  - b. Word processing - .bmp, .png, .jpg
  - c. Web sites - .gif, .jpg
4. The NCI Office of Cancer Centers requires that Centers use a logo at least 3.75 picas wide in print materials or 48 pixels wide for website use. If you use the NCI Center logo with

logos of other agencies or organizations, the NCI Center logo can be smaller but in no case shall it be smaller than the minimum 3.75 picas in width.

5. The logo, as a single unit on a page, may be flush left, flush right, or centered, as shown in the examples below. The positioning of other material will vary depending on the media in which it appears.
6. As the NCI Center logos were designed by NCI, please do not make any modifications to the logo or tagline font. The NCI-Designated Comprehensive Cancer Center logo is trademarked and copyright-protected.
7. The NCI-Designated Centers logos were designed for use in black and white. However if your background is dark, the logo may also be displayed in all white. Do not screen (shade), shadow, or make other alterations to the logo.
8. No modifications or alterations may be made to the tagline language as provided in the three examples, please use exactly what is provided in the example.

Questions regarding the use of the NCI-Designated Centers logo may be directed to the Office of Cancer Centers, National Cancer Institute (301) 496-8531.

### **USE OF NCI, NIH and HHS Logos**

The NCI, NIH or HHS logos are NOT to be used on any Cancer Center- produced material. NCI guidelines specifically state that NCI, NIH and HHS logos are NOT to be used for any Cancer Center or grantee-produced material or document, whether it is print material (e.g. pamphlets, brochures, training materials, books, and conference posters or exhibits), on Internet and Intranet websites, or in slides or other computer presentations, even if materials are supported by NCI grants.

Since NCI is one of many institutes at NIH, which is part of HHS, this means that grantees are not to use the NIH and HHS logos either.

Questions regarding the use of the NCI, NIH or HHS logos should be directed to Donna Bonner, MSPM, Office of Communications and Education, National Cancer Institute, (301) 496-4394 or [bonnerd@mail.nih.gov](mailto:bonnerd@mail.nih.gov).

## NCI-Designated Cancer Center Logos

Figure 1.



A Cancer Center Designated by the National Cancer Institute

Figure 2.



A Cancer Center Designated by the  
National Cancer Institute

## NCI-Designated Comprehensive Cancer Centers Logos

Figure 1.



A Comprehensive Cancer Center Designated by the National Cancer Institute

Figure 2.



A Comprehensive Cancer  
Center Designated by the  
National Cancer Institute

Figure 3.



A Comprehensive Cancer  
Center Designated by the  
National Cancer Institute